Mack Mid-Liners rolling in France

Mack Mid-Liner mid-range diesel trucks, destined for North American markets, near the end of the assembly line in the Northern France plant of Renault Vehicules Industriels. Current production schedules call for 100 units a month. Mack has projected the sale of 12,000 a year by 1983.

truck industry news

Count down in 2 of 3 market segments

January registrations dip 17.6 pct. below '79

With registrations of new trucks down significantly in two of the three market segments, the total for January declined 17.6 percent below the alltime high for the month set a year ago.

According to R. L. Polk & Co., 232,409 new vehicles of all types were registered during the month, compared with 281,967 in the same month a year ago. Heavy trucks were the only gainers, and their total set a record for the month.

In January, there were increases in only three of the eight groups, one in each of the three market segments.

Heavy-truck (Groups 7 and 8) tallies were up 16.5 percent to 17,180 units, compared with 14,742 a year ago. The Group 7 count was up 92.6 percent to an alltime high of 6,750 units, versus 3,505 in 1979. Group 8 registrations were off 7.2 percent, from 11,237 last year to 10,430.

Light trucks dropped 17.6 percent below the record levels of January, 1979, with only Group 1 showing an increase. This group includes most of the Japanese-built vehicles which have been retailing in record numbers since last spring.

January light-truck registrations totaled 209,915 units, compared with 254,817 a year ago.

Group 1 tallies were up 1.4 percent, from 93,906 a year ago to 95,208. Group 2 dropped from 157,961 to 113,914, a decline of 27.9 percent, and the Group 3

Table on Page 45

count plunged 73.1 percent to only 793 units, compared with 2,950 last year.

The decline in Groups 2 and 3 registrations reflects the con-

Continued on Page 45, Col. 1

HD registrations in January hit record 17,180 units

Heavy-truck registrations in the first month of 1980 soared to an alltime high and reversed the downturn that started in November.

The total for the month was 17,180 Groups 7 and 8 units, according to R. L. Polk & Co., and was an increase of 16.5 percent over the previous year's 14,742, the former January high.

GMC and Chevrolet scored spectacular gains in penetration for the month, while No. 1 International's share dropped sharply. International operations have been shut down since Nov. 1 by a UAW strike, the longest in the union's history.

During the month, 2,615 GMC

Continued on Page 45, Col. 1

U. S. TRUCK REGISTRATIONS

JANUARY, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	January, 1980	Percent Share of 80 market	January, 1979	Percent Share of 79 Market	Pct. pt. Change, '80-'79
Ford	75,002	32.27	95,695	33.94	− 1.67
Chevrolet	73,085	31.45	89,561	31.76	− 0.31
Dodge	18,719	8.05	28,976	10.28	− 2.23
GMC	18,290	7.87	21,823	7.74	+ 0.13
Jeep	8,847	3.81	13,892	4.93	− 1.12
International	6,863	2.95	8,491	3.01	− 0.06
Plymouth*	2,249	0.97	1,276	0.45	+ 0.52
Mack	1,870	0.80	1,766	0.63	+ 0.17
Kenworth	1,115	0.48	1,120	0.40	+ 0.08
Freightliner	974	0.42	851	0.30	+ 0.12
Peterbilt	708	0.30	720	0.26	+ 0.04
White	484	0.21	832	0.29	− 0.08
Autocar	150	0.06	129	0.05	+ 0.01
Volvo	81	0.04	55	0.02	+ 0.02
Western Star	65	0.03	59	0.02	+ 0.01
Diamond Reo	3	.....	.....	.....	.....
Miscellaneous**	23,904	10.29	16,701	5.92	+ 4.37
TOTALS	232,409	100.00	281,967	100.00	.....

*—Plymouth trucks are four-wheel-drive Trail Duster utility vehicles.
**—Miscellaneous includes imports, Oshkosh, Hendrickson, Crane Carrier, etc.
★—No registrations for Oklahoma 1980 and 1979; Hawaii, January, 1980; Iowa, Maine, New Hampshire, January, 7979.

U. S. HEAVY DUTY REGISTRATIONS

JANUARY, 1980 VS. 1979★

Based on R. L. Polk & Co. statistical report

	January, 1980	Percent Share of 80 market	January, 1979	Percent Share of 79 Market	Pct. pt. Change, '80-'79
International	3,707	21.58	4,324	29.33	− 7.75
Ford	3,426	19.94	3,107	21.08	− 1.14
GMC	2,615	15.22	1,091	7.40	+ 7.82
Mack	1,870	10.89	1,786	12.12	− 1.23
Chevrolet	1,744	10.15	494	3.35	+ 6.80
Kenworth	1,115	6.49	1,120	7.60	− 1.11
Freightliner	974	5.67	851	5.77	− 0.10
Peterbilt	708	4.12	720	4.88	− 0.76
White	484	2.82	832	5.64	− 2.82
Autocar	150	0.88	129	0.88	.....
Volvo	81	0.47	55	0.37	+ 0.10
Western Star	65	0.38	59	0.40	− 0.02
Diamond Reo	3	.....	.....	.....	.....
Miscellaneous	238	1.39	174	1.18	+ 0.21
TOTALS	17,180	100.00	14,742	100.00	.....

★—Groups 7 and 8 trucks only; no registrations for Oklahoma 1980 and 1979; Hawaii, January 1980; Iowa, Maine, New Hampshire, January, 1979.

Truck count down in 2 of 3 market segments

January registrations dip 17.6 pct. below '79

Continued from Page 8

tinued softness in sales of these vehicles to recreation - vehicle manufacturers and people who have been buying trucks mainly for personal transportation and recreational purposes.

Medium trucks suffered the biggest loss from a percentage viewpoint. Registrations skidded 57.2 percent in January below the count for 1979, from 12,408 units to 5,314.

Only four Group 4 trucks were registered during the month, as against 1,241 units a year ago. Group 5 was up 16.2 percent, from 184 units in the first month of 1979 to 215.

Registrations of trucks in Group 6, which in the first half of the 1970s was the third strongest group, declined 53.6 percent in January, from 10,983 a year ago to 5,095.

Because of the significant upturn in sales of the more fuel-efficient but heavier diesel engines, many of the trucks which previously had been classified as Group 6 vehicles are now moving into Group 7. Group 7 registrations have been growing steadily over the last two or three years.

• The biggest increase in penetration in January was scored by the miscellaneous group, which includes the non-captive imports. The total for the month was 23,904, compared with 16,701 in 1979.

This year the miscellaneous group accounted for 10.29 percent of the industry total, an increase of 4.37 percentage points over the year-ago 5.92 percent.

Ford again started the year in the No. 1 spot with almost a 2,000-unit lead over Chevrolet, 75,002 versus 73,085. Both, however, suffered losses in penetration. Ford's share was down 1.67 points from a year ago, while Chevrolet's was off 0.31 points.

The biggest loser in market share in January was Dodge, which now produces only light trucks. The Dodge penetration was down 2.23 points, from 10.28 percent a year ago on 28,976 registrations to 8.05 percent this year on 18,719.

Most independent heavy-truck builders managed fractional gains in penetration during the month as a result of the softness in the light-truck segment.

HD registrations in January hit record 17,180 units

Continued from Page 8

heavies were registered, compared with 1,091 in the same month in 1979. GMC's share of the industry total soared from 7.40 percent a year ago to 15.22 percent, an increase of 7.82 percentage points.

Chevrolet's penetration was up 6.80 points for the month. Its 1,744 tallies accounted for 10.15 percent of the total, compared with only 3.35 percent last year on 494 registrations.

GMC moved from fourth place in the standings to No. 3 ahead of Mack. Chevrolet leaped from ninth place at the end of 1979 to the No. 5 spot.

A dramatic increase in Group 7 registrations was responsible for January's record count. During the month, a record 6,750 of these units were tallied, a gain of 92.6 percent over last year's 3,505.

• GMC and Chevrolet were the big gainers in Group 7 registrations. The former had 1,217 during the month, compared with only 117 a year ago, and the latter had 1,392, up from the year-earlier 190.

First-month registrations of Group 8 trucks dropped 7.2 percent below last year's high for January. This year's count was 10,430, compared with 11,237 a year ago.

International's share of the January total was down 7.75 points from the same month in 1979, although it continued in the No. 1 spot over Ford by less than 300 units.

During the month, 3,707 International heavies were registered, compared with 4,324 in January, 1979. Its penetration plunged from 29.33 percent of the total a year ago to 21.58 percent.

For the first time since the truck was introduced in the U.S. in the mid-1970s, Volvo registrations are being reported by Polk. Previously, the figures for Volvo —which now is marketed in North America by Freightliner Corp. — were included in the miscellaneous total.

Diamond Reo also is back in the standings. Production of the truck was resumed about a year ago by Osterlund, Inc., Harrisburg, Pa. Loyal Osterlund, the firm's president, was a Diamond Reo dealer at the time Diamond Reo Trucks, Inc., went bankrupt in 1975.

NEW TRUCK REGISTRATIONS BY MAKE AND GVW CLASS

JANUARY, 1980 VS. 1979★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,001-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**150**	**150**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	129	129
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**150**	**150**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	129	129
VOLVO	**Jan., '80**	.....	.....	.....	.....	.....	.....	**63**	**18**	**81**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	**63**	**18**	**81**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
CHEVROLET	**Jan., '80**	**31,967**	**37,326**	**477**	.....	**165**	**1,406**	**1,392**	**352**	**73,085**
	Jan., '79	35,924	50,524	112	.....	120	2,387	190	304	89,561
	Year to Date '80	**31,967**	**37,326**	**477**	.....	**165**	**1,406**	**1,392**	**352**	**73,085**
	Year to Date '79	35,924	50,524	112	.....	120	2,387	190	304	89,561
(Memo Units)#	**Jan., '80**	**15,725**	**11,551**	.....	.....	.....	.....	.....	.....	**27,276**
	Jan., '79	14,545	14,644	.....	.....	.....	.....	.....	.....	29,189
	Year to Date '80	**15,725**	**11,551**	.....	.....	.....	.....	.....	.....	**27,276**
	Year to Date '79	14,545	14,644	.....	.....	.....	.....	.....	.....	29,189
DIAMOND REO	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**3**	**3**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**3**	**3**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
DODGE	**Jan., '80**	**7,022**	**11,455**	**240**	**2**	.....	.....	.....	.....	**18,719**
	Jan., '79	6,045	18,939	2,751	1,241	.....	.....	.....	.....	28,976
	Year to Date '80	**7,022**	**11,455**	**240**	**2**	.....	.....	.....	.....	**18,719**
	Year to Date '79	6,045	18,939	2,751	1,241	.....	.....	.....	.....	28,976
(Memo Units)#	**Jan., '80**	**4,630**	**7,138**	**102**	.....	.....	.....	.....	.....	**11,870**
	Jan., '79	3,424	9,557	2,005	.....	.....	.....	.....	.....	14,986
	Year to Date '80	**4,630**	**7,138**	**102**	.....	.....	.....	.....	.....	**11,870**
	Year to Date '79	3,424	9,557	2,005	.....	.....	.....	.....	.....	14,986
FORD	**Jan., '80**	**21,965**	**46,128**	**73**	.....	.....	**1,410**	**2,185**	**1,241**	**75,002**
	Jan., '79	22,759	64,840	27	.....	.....	4,962	1,236	1,871	95,695
	Year to Date '80	**21,965**	**46,128**	**73**	.....	.....	**1,410**	**2,185**	**1,241**	**75,002**
	Year to Date '79	22,759	64,840	27	.....	.....	4,962	1,236	1,871	95,695
(Memo Units)#	**Jan., '80**	**9,345**	**15,361**	.....	.....	.....	.....	.....	.....	**24,706**
	Jan., '79	9,518	19,057	.....	.....	.....	.....	.....	.....	28,575
	Year to Date '80	**9,345**	**15,361**	.....	.....	.....	.....	.....	.....	**24,706**
	Year to Date '79	9,518	19,057	.....	.....	.....	.....	.....	.....	28,575
FREIGHTLINER	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**974**	**974**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	851	851
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**974**	**974**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	851	851
FWD	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
GMC	**Jan., '80**	**4,535**	**10,515**	.....	.....	**46**	**579**	**1,217**	**1,398**	**18,290**
	Jan., '79	5,151	13,818	46	.....	63	1,654	117	974	21,823
	Year to Date '80	**4,535**	**10,515**	.....	.....	**46**	**579**	**1,217**	**1,398**	**18,290**
	Year to Date '79	5,151	13,818	46	.....	63	1,654	117	974	21,823
(Memo Units)#	**Jan., '80**	**984**	**2,701**	.....	.....	.....	.....	.....	.....	**3,685**
	Jan., '79	990	4,036	.....	.....	.....	.....	.....	.....	5,026
	Year to Date '80	**984**	**2,701**	.....	.....	.....	.....	.....	.....	**3,685**
	Year to Date '79	990	4,036	.....	.....	.....	.....	.....	.....	5,026
INTERNATIONAL	**Jan., '80**	.....	**1,788**	.....	.....	.....	**1,368**	**1,768**	**1,939**	**6,863**
	Jan., '79	.....	2,319	.....	.....	.....	1,848	1,901	2,423	8,491
	Year to Date '80	.....	**1,788**	.....	.....	.....	**1,368**	**1,768**	**1,939**	**6,863**
	Year to Date '79	.....	2,319	.....	.....	.....	1,848	1,901	2,423	8,491
(Memo Units)#	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	.....	.....
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	.....	.....
JEEP	**Jan., '80**	**4,874**	**3,973**	.....	.....	.....	.....	.....	.....	**8,847**
	Jan., '79	6,958	6,907	.....	.....	.....	.....	.....	.....	13,892
	Year to Date '80	**4,874**	**3,973**	.....	.....	.....	.....	.....	.....	**8,847**
	Year to Date '79	6,985	6,907	.....	.....	.....	.....	.....	.....	13,892
(Memo Units)#	**Jan., '80**	**4,874**	**2,953**	.....	.....	.....	.....	.....	.....	**7,827**
	Jan., '79	6,985	2,981	.....	.....	.....	.....	.....	.....	9,966
	Year to Date '80	**4,874**	**2,953**	.....	.....	.....	.....	.....	.....	**7,827**
	Year to Date '79	6,985	2,981	.....	.....	.....	.....	.....	.....	9,966
KENWORTH	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**1,115**	**1,115**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	1,120	1,120
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**1,115**	**1,115**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	1,120	1,120
MACK	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**1,870**	**1,870**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	1,786	1,786
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**1,870**	**1,870**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	1,786	1,786
PETERBILT	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**708**	**708**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	720	720
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**708**	**708**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	720	720
PLYMOUTH	**Jan., '80**	**1,521**	**728**	.....	.....	.....	.....	.....	.....	**2,249**
	Jan., '79	662	614	.....	.....	.....	.....	.....	.....	1,276
	Year to Date '80	**1,521**	**728**	.....	.....	.....	.....	.....	.....	**2,249**
	Year to Date '79	662	614	.....	.....	.....	.....	.....	.....	1,276
WESTERN STAR	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**65**	**65**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	59	59
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**65**	**65**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	59	59
WHITE	**Jan., '80**	.....	.....	.....	.....	.....	.....	.....	**484**	**484**
	Jan., '79	.....	.....	.....	.....	.....	.....	.....	832	832
	Year to Date '80	.....	.....	.....	.....	.....	.....	.....	**484**	**484**
	Year to Date '79	.....	.....	.....	.....	.....	.....	.....	832	832
MISCELLANEOUS*	**Jan., '80**	**23,324**	**1**	**3**	**2**	**4**	**332**	**125**	**113**	**23,904**
	Jan., '79	16,380	.....	14	.....	1	132	61	168	16,756
	Year to Date '80	**23,324**	**1**	**3**	**2**	**4**	**332**	**125**	**113**	**23,904**
	Year to Date '79	16,380	.....	14	.....	1	132	61	168	16,756
TOTALS	**Jan., '80**	**95,208**	**113,914**	**793**	**4**	**215**	**5,095**	**6,750**	**10,430**	**232,409**
	Jan., '79	93,906	157,961	2,950	1,241	184	10,983	3,505	11,237	281,967
	Year to Date '80	**95,208**	**113,914**	**793**	**4**	**215**	**5,095**	**6,750**	**10,430**	**232,409**
	Year to Date '79	93,906	157,961	2,950	1,241	184	10,983	3,505	11,237	281,967

★—No registrations for Oklahoma, 1980 and 1979; Hawaii, January, 1980; Iowa, Maine and New Hampshire, January, 1979.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy-Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Henrickson, Oshkosh, etc.

—Compiled from R. L. Polk & Co. data.

GM investment is a big factor

Spain heading for 3rd in Europe

Continued from Page 10

which was allowed to run down under Chrysler.

The group has other plants in Spain, at Orense and Vigo. But it seems that the truck side will be given greater priority. Apart from the Dodge operations in Spain and the UK, the PSA's representation in the heavy commercial vehicle field is weak.

• Ostensibly, it was the truck side which attracted Nissan to purchase Massey-Ferguson's 36-percent stake in Motor Iberica. A price of $40 million was put on the deal.

But while Motor Iberica manufactures small commercials under the Ebro badge, skeptics have not dismissed the idea of assembly of Datsun cars in the long term.

Again, entry to the Common Market would give the Japanese maker a bridgehead into the largest car market in the world.

A few days afterward, International Harvester purchased a 35-percent slice of Enasa, the Pegaso commercial vehicle maker. No price was put on the transaction.

Enasa is controlled by the Spanish state holding company, INI (67 percent) and other banks. Under the IH agreement, a new factory for the construction of medium and heavy diesel trucks is to be built near Madrid.

The Spanish company has a capacity of 15,000 a year, but has been in financial trouble for some time, and a merger of some sorts has long been in the cards.

IH already has two other large investments in the European industry. It holds one-third of Dutch truck and bus maker Daf, and controls Seddon-Atkinson in the UK.

• Regie Renault, on the other hand, appears to have plumped for Portugal for its main expansion in the Iberian peninsula.

Last month it signed an agreement with the Government which will increase car production to 80,000 units a year, and give them an output of engines —mainly for export—of 220,000 a year.

The French car maker has a 70-percent involvement in the $630 million project, which will be fully operational by 1987. Then, assembly of 4, 5 and 12 models will have increased eight-fold at a plant near Setabul.

But as domestic car registrations are tiny, the main European interest centers on the engine, gearbox and axle factory planned for a location near Oporto.

PRODUCTION OVERSEAS

JAPAN

Cars

	12 mos., 1979	12 mos., 1978
Daihatsu	133,556	123,233
Fuji	153,841	140,229
Honda	706,375	652,920
Isuzu	86,397	102,883
Mitsubishi	528,555	628,886
Nissan	1,738,946	1,733,132
Suzuki	69,798	62,459
Toyo Kogyo	647,001	493,111
Toyota	2,111,302	2,039,115
Total	6,175,771	5,975,968

Trucks and buses

	12 mos., 1979	12 mos., 1978
Daihatsu	232,171	204,517
Fuji	180,449	165,220
Hino	76,508	62,408
Honda	95,494	89,762
Isuzu	338,391	305,303
Mitsubishi	409,962	343,932
Nissan	598,875	659,466
Nissan Diesel	42,433	29,800
Suzuki	275,137	185,270
Toyo Kogyo	324,420	357,044
Toyota	884,923	890,042
Others	394	421
Total	3,459,775	3,293,185
Total vehicles	9,635,546	9,269,153

FRANCE

Cars

	12 mos., 1979	12 mos., 1978
Alpine	1,381	1,216
Citroen	679,327	678,949
Peugeot	755,593	742,303
Renault	1,403,949	1,240,941
Talbot Matra	16,638	17,277
Talbot Simca	364,799	430,694
Total	3,221,375	3,111,380

Trucks and buses

	12 mos., 1979	12 mos., 1978
Berliet	16,718	18,215
Citroen	48,251	55,497
Peugeot	109,872	119,500
Renault	141,046	131,143
Saviem	28,926	30,733
Talbot Matra	529	—
Talbot Simca	27,369	24,576
Unic-Fiat	22,299	16,653
Others	418	188
Total	395,428	396,505
Total vehicles	3,616,803	3,507,885

SPAIN

Cars

	12 mos., 1979	12 mos., 1978
Citroen	160,730	151,992
FASA	275,322	248,668
Ford	232,432	267,970
Seat	298,859	288,103
Talbot	72,891	98,934
Total	1,040,234	1,055,667

Trucks and buses

CAF	4,499	5,135
Dodge	4,523	5,227
Ebro	27,278	29,553
Mevosa	14,182	14,490
Pegaso	7,428	9,068
Santana	17,150	15,750
Sava	7,624	8,941
Total	82,684	88,164
Total vehicles	1,122,918	1,143,831

ARGENTINA

Cars

	12 mos., 1979	12 mos., 1978
Citroen	8,749	7,243
Chrysler Fevre	27,326	17,571
Fiat Concord	34,467	21,399
Ford Motor	54,895	34,951
General Motors	—	2,269
Renault	40,960	28,308
Safrar Peugeot	25,454	21,675
Total	191,851	133,416

Trucks and buses

	12 mos., 1979	12 mos., 1978
Citroen	1,413	983
Chrysler Fevre	38,359	25,406
Fiat Concord	3,892	4,205
Ford Motor	31,425	15,336
General Motors	—	3,607
Mercedes-Benz	8,752	7,825
Renault	261	578
Saab-Scania	623	436
Safrar Peugeot	906	880
Deutz	147	89
IME	8,898	8,212
Total	61,031	45,744
Total vehicles	252,882	179,160

UNITED KINGDOM

Cars

	12 mos., 1979	12 mos., 1978
BL	503,776	611,624
Austin-Morris	355,264	424,632
Jaguar-Rover-Triumph	148,512	186,992
Ford	398,684	324,428
Lotus	1,040	1,196
Reliant	884	832
Rolls-Royce/Bentley	3,328	3,328
Talbot	102,960	196,456
TVR	312	312
Vauxhall	58,760	84,032
Others	676	728
Total	1,070,420	1,222,936

Trucks and buses

	12 mos., 1979	12 mos., 1978
Bedford	87,672	117,416
BL	124,644	131,456
Austin-Morris	54,288	56,836
Land-Rover	40,196	46,780
Leyland Vehicles	30,160	28,340
Dodge	17,576	17,628
Ford	167,232	106,496
Hestair Dennis	572	832
ERF	3,172	3,016
Foden	1,664	1,560
Seddon Atkinson	4,732	5,252
Others	780	832
Total	408,044	384,488
Total vehicles	1,478,464	1,607,424

1979 easily beats old record of 1.9 million in '77

2.3 million new imports registered

By Richard A. Wright
Assistant Managing Editor

Record December registrations put the cap on the biggest year in history for new imported-car registrations, according to figures compiled by R. L. Polk & Co.

Registrations of new imports in 1979 totaled 2,339,004, shattering the previous high of 1,967,759 set in 1977 and topping 1978's 1,946,094 by a whopping 20.19 percent.

Import penetration of total U. S. registrations during 1979 was 22.63, up from 17.78 percent in 1978.

Import registrations in December totaled 196,410, up 24.02 percent from 158,373 a year earlier and topping the former record for the month of 169,883 set in 1977.

In December, imports took 23.63 percent of total U. S. new-car registrations.

• The December surge was spearheaded by the three leaders, Toyota, Datsun and Honda, all of which posted substantial increases in their share of import registrations, compared with a year earlier.

Toyota took 20.76 percent of December import registrations, up 3.41 percentage points from a year earlier. Datsun jumped 3.84 points to 20.29 percent, while Honda took 15.35 percent, up 2.77 points. Other gainers in December were Mazda, up 2.59 points to 7.93 percent, and Subaru, up 0.14 of a point to 4.74 percent.

For the entire year, Mazda was the biggest gainer in market share, taking 6.24 percent of total new-import registrations, an increase of 2.55 percentage points.

Toyota saw its share of import registrations drop 2.11 points during the year to 19.86 percent, while Datsun was up 1.47 points to 18.87 percent and Honda gained 1.15 points to 14.42 percent. Other gainers in 1979 were Subaru, up 0.12 of a point to 4.18 percent, and Colt, up 0.26 of a point to 2.58 percent.

The Top 10 imports accounted for 89.08 percent of December import registrations, compared with 83.58 percent a year earlier. For the full year, the Top 10 accounted for 86.43 percent, up from 84.34 percent in 1978.

• Japan took an ever larger share of the import pie, accounting for 74.21 percent of import registrations in December, compared with 62.99 percent a year earlier. For the full year, Japanese nameplates accounted for 69.85 percent of import registrations, up from 66.54 percent in 1978.

Registrations in December by country of origin, with year-earlier figures in parentheses, were: Japan, 145,748 (99,766); West Germany, 37,157 (42,218); Sweden, 5,448 (5,580); Italy, 3,680 (5,612); France, 2,376 (2,142), and United Kingdom, 2,001 (2,755).

Registrations by country of origin for the full year of 1979, with 1978 figures in parentheses, were: Japan, 1,633,770 (1,295,028); West Germany, 501,470, (451,112); Sweden, 68,900 (62,885); Italy, 63,507 (66,392); UK, 42,112 (47,803), and others, 1 (6).

Registrations of imported light trucks in December totaled 41,078, up 19.63 percent from 34,337 a year earlier.

Registrations of imported light trucks in December, with year-earlier figures in parentheses, were: Toyota, 11,287 (8,047); Datsun, 8,339 (9,421); LUV, 8,312 (7,270); Courier, 6,771 (5,941), and others, 6,369 (3,658).

The light-truck import total for the full year was 480,327, up 39.70 percent from 343,825 in 1978.

Registrations of imported light trucks in 1979, with 1978 figures in parentheses, were: Toyota, 129,228 (94,520); Datsun, 98,912 (89,846); LUV, 96,971 (61,587); Courier, 75,756 (67,651), and others, 79,460 (30,221).

IMPORT REGISTRATION SHARES IN U. S.

	DECEMBER					FULL YEAR				
	Regis., Dec. 1979	Percent Share of Market	Regis., Dec. 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78	Regis., 12 mos., 1979	Percent Share of Market	Regis., 12 mos., 1978	Percent Share of Market	Pct. Pt. Change '79 vs. '78
Toyota	40,779	20.76	27,480	17.35	+ 3.41	464,569	19.86	427,465	21.97	— 2.11
Datsun	39,850	20.29	26,048	16.45	+ 3.84	441,405	18.87	337,523	17.34	+ 1.47
Honda	30,144	15.35	19,919	12.58	+ 2.77	337,334	14.42	258,151	13.27	+ 1.15
Volkswagen	20,600	10.49	23,708	14.97	— 4.48	286,127	12.23	239,612	12.31	— 0.08
Mazda	15,585	7.93	8,456	5.34	+ 2.59	145,952	6.24	71,921	3.69	+ 2.55
Subaru	9,318	4.74	7,278	4.60	+ 0.14	97,856	4.18	79,015	4.06	+ 0.12
Fiesta	5,850	2.98	5,482	3.46	— 0.48	76,855	3.29	76,001	3.91	— 0.62
Colt	4,357	2.22	.....	.....	.....	60,406	2.58	45,126	2.32	+ 0.26
Volvo	4,251	2.16	4,535	2.86	— 0.70	57,435	2.46	57,946	2.98	— 0.52
Mercedes	4,238	2.16	4,609	2.91	— 0.75	53,748	2.30	48,494	2.49	— 0.19
Fiat	.....	.....	4,852	3.06	.....					
All Others	21,438	10.92	26,006	16.42	— 5.50	317,317	13.57	304,840	15.66	— 2.09
TOTAL	196,410		158,373			2,339,004		1,946,094		
Share of U.S. Total		23.63		16.70	+ 6.93		22.63		17.78	+ 4.85

Registrations not available for Oklahoma, delayed for Hawaii.

factories list auction dates

American Motors

March 25 — Aptco Auto Auction, 20911 Gladwin, Taylor, Mich.

March 26—Kansas City Automobile Auction, 1100 Elmwood Ave., Kansas City, Mo.; Sand Mountain Auto Auction, U. S. 431, Boaz, Ala.

March 27 — Fredericksburg Auto Auction, U. S. 1 Alt., Fredericksburg, Va.

Chrysler Corp.

March 24 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.

March 25 — Hatfield Recon Center, Rte. 309, Hatfield, Pa.; Birmingham Recon Center, 101 Miles Pkwy., Industrial Park, Pell City, Ala.; Metro Auto Auction of Kansas City, 101 W. Oldham Pkwy., Lee's Summit, Mo.; Southwest Auto Auction, 3420 S. 48th St., Phoenix.

March 26 — St. Pete's Auto Auction, 14950 Roosevelt Blvd., Clearwater, Fla.; Lafayette Recon Center, 3182 Rte. 11, Lafayette, N. Y.; Al Eide's Minneapolis Auto Auction, 1125 A Nathan Lane, N., Minneapolis.

March 27—Auto City, 440 McClellan Hwy., East Boston, Mass.; Barberton Recon Center, 5075 Wooster Rd. W., Barberton, O.; Golden Gate Auto Auction, 6010 Stevenson Blvd., Fremont, Calif.

March 28—Floyd Hauhe Auto Auction, 12000 St. Charles Rock Rd., Bridgeton, Mo.

March 31 — Southeastern Recon, 1027 Pearl St., Darlington, S. C.; Capitol Auto Auction, 371 N. Beck St., Baton Rouge, La.

Ford Motor Co.

March 26 — Northway Exchange, Rte. 146, Clifton Park, N. Y.; Central States Auto Auction, 824 S. Taft, Mason City, Ia.; California Auto Dealers Exchange, 1320 Tustin Ave., Anaheim, Calif.

March 27 — Columbus Fair Auto Auction, 4700 Groveport Rd., Obetz, O.

Used car sales

Auction averages

March	$3,161
Month ago	$3,241
Year ago	$3,352

Gross profit up 1.2 pct. from year ago

Service Index shows slight gain for month

By Francis J. Gawronski
Service Editor

With four of the five indicators showing gains, new-car dealers' service and parts business rebounded in the first month of 1980 from the decline registered in the closing month of 1979.

As measured by the AUTOMOTIVE NEWS Service Index, January shop business amounted to 100.9 to barely top the volume recorded in the same month the year before.

In January, 1979, the Service Index was 121.1 over the 1978 figure — the second highest increase in the history of the index.

In December, service and parts business in dealerships dipped to close out the year at 94.7 percent of the volume for that month a year earlier.

Sales of all parts and accessories was the only indicator of those used in the Service Index to show a decline in January. It was 2.7 percent below the volume of business reported by dealers last year.

Total labor sales (customer-paid and warranty) in dealers' shops was the leading indicator in January with an increase of 6.2 percent over the year-ago figure.

The runnerup spot in January went to shop parts sales (those used on customer-paid and warranty repairs) with an increase of 2.2 percent over January, 1979.

Gross profit on all labor, parts and accessory sales, the most important indicator from the dealers' viewpoint, was up 1.2 percent over the year-ago figure.

Repair orders written, which were down 6.2 percent in December, showed a gain of 0.5 percent in January.

SERVICE INDEX
100.9*

	Jan., '80 vs. Jan., '79
Gross Profit on All Labor and P&A Sales	+1.2%
Repair Orders Written	+0.5%
Total Labor Sales (Customer & Warranty)	+6.2%
Shop Parts Sales (Customer & Warranty)	+2.2%
Sales of All P&A	−2.7%

*—Survey by Automotive News shows that dealers' service and parts business in January, 1980 was 100.9 percent of business in January, 1979.

But industry total declines

AMC only U. S. maker to post sales increase

By Jenny L. King
Staff Writer

Early March domestic new-car sales slipped 19.49 percent, dropping to 187,852 compared with 233,332 a year ago.

On a daily-rate basis, the difference was 9.43 percent. There were eight selling days this year compared with nine in 1979.

Year-to-date sales totaled 1,366,848 as of March 10, down 11.35 percent from 1,541,863 a year earlier.

American Motors estimated sales of 3,900 were up 30 percent over 3,000 making it the only U. S. auto maker to show a gain for early March. General Motors sales were off 14.14 percent, to 117,296 from 136,617.

Ford Motor Co. suffered a 28.22-percent drop. In spite of its generous rebates on several models, Ford sales were down to 45,871 compared with 63,903 a year earlier. Chrysler Corp. reported sales of 17,128, down 34.23 percent from 26,041, and Volkswagen of America sales of 3,657 Rabbits were down 3.02 percent from 3,771.

• In share of the market, the shift was again in favor of GM, which earned 62.44 percent, up from 58.55 percent last year. Ford sales accounted for 24.42 percent, down from 27.39 percent. Chrysler had 9.12 percent of the market, down from 11.16 percent. AMC jumped to 2.08 percent from 1.28 percent, and VWoA earned 1.94 percent, up from 1.62 percent.

Of the 13 U. S. makes, only AMC was up during March 1-10. The largest drop belonged to Lincoln; its sales were down 51.27 percent to 2,105 from 4,320. The smallest dip was at Chevrolet where sales totaled 55,402, down 1.32 percent from 56,143.

At Chrysler Corp., Plymouth sales declined 35.06 percent, Dodge sales were down 34.73 percent and Chrysler sales were off 31.57 percent.

Mercury sales skidded 34.48 percent, while Ford reported a 23.72-percent drop. Cadillac sales dropped 41.31 percent; Oldsmobile was down 28.59 percent, Pontiac was off 19.71 percent and Buick sales declined 9.47 percent.

Four of the five top-selling nameplates belonged to Chevrolet. Chevette was number one for the period, with sales of 12,680, followed by Citation at 11,490, full-size Chevrolet at 11,479, Ford Fairmont at 10,282 and Malibu at 7,336.

DOMESTIC SALES

	March 1-10, 1980	March 1-10, 1979
AMERICAN MOTORS	3,900†	3,000†
Chrysler	3,585	5,239
Plymouth	6,872	10,582
Dodge	6,671	10,220
CHRYSLER CORP.	17,128	26,041
Ford	33,517	43,940
Mercury	10,249	15,643
Lincoln	2,105	4,320
FORD MOTOR	45,871	63,903
Buick	17,917	19,791
Cadillac	5,817	9,912
Chevrolet	55,402	56,143
Oldsmobile	20,944	29,330
Pontiac	17,216	21,441
GENERAL MOTORS	117,296	136,617
VOLKSWAGEN	3,657	3,771
INDUSTRY TOTAL	187,852	233,332

†—Estimated.

Year-to-date total trails 1979 by 26 pct.

Week's auto production falls 7 pct.

By Michele Raquepau
Staff Writer

Auto production by U. S. makers last week of 145,369 declined 7.04 percent from the 156,378 assembled the previous week.

Last week's total was a drop of 27.07 percent from the 199,323 built in the same week of 1979.

Year-to-date production of 1,616,700 is down 26.24 percent from the 2,191,724 assembled by this date last year.

General Motors has 65.87 percent of the year's production, and Ford Motor Co. has 19.12 percent.

Chrysler Corp. has 9.22 percent of the year's total. American Motors has 3.12 percent.

Volkswagen of America has 2.62 percent of year-to-date production, and Checker has 0.05 percent.

GM's Southgate point (Chevrolet, Cadillac deVille) will cease production beginning today (March 24) for the remainder of the model year. The plant will be converted for production of the 1981 front-wheel-drive J-car.

GM's Janesville (Chevrolet) passenger-car line will work today only. The plant will be closed for the remainder of the week. This week is the third week in a row Janesville has been closed.

The Cadillac assembly plant and the adjoining Fisher Body point will be down this week for the second of two weeks.

GM's Tarrytown, St. Louis Corvette, Willow Run and Linden assembly plants worked six days last week.

The second shift at GM's Arlington point (Malibu, Monte Carlo, Cutlass), which was down last week will resume work today. Lordstown (Sunbird, Monza) will increase the line speed beginning today from 80 per hour to 90 per hour.

All Chrysler assembly plants are working regular schedules this week.

For the fourth week in a row, VWoA is working one hour of overtime Monday through Thursday on both shifts this week.

AMC's plant worked regular schedules last week.

Ford's Dearborn (Mustang, Capri) point worked six days last week.

Ford's Chicago, Wixom and Wayne plants, which were closed last week, are scheduled to reopen today (March 24).

Chrysler seeks buyer for its financial firm

DETROIT. — A buyer still is still being sought for a majority interest in Chrysler Financial Corp., the company said.

It has been reported those being talked with include Household Finance Corp., Volkswagen of America, American Motors, Peugeot-Citroen and Manufacturers Hanover Bank of New York.

The federal plan to assist the harried company requires that assistance not guaranteed by the federal government include at least $300 million from the disposition of Chrysler assets.

Chrysler is actively discussing sale of a majority interest under arrangements "which would enable the resulting entity to continue to offer financing to Chrysler dealers and retail customers," the company said.

Aston Martin ragtop is priced at $96,150

NEW YORK. — The Aston Martin 1980 Volante V-8 convertible will carry an East Coast price of $96,150. The 1980 coupe has not yet been priced.

According to Aston Martin Lagonda, the U. S. allocation for 1980 will be 60 convertibles and 10 coupes.

U.S. truck output running 52 pct. behind 1979 total

U. S. truck production last week of 32,644 was off 31.34 percent from the 47,541 built the previous week and down 61.59 percent from the 84,985 of the same week in 1979.

Year-to-date production of 453,975 is a decline of 52.75 percent from the 960,954 assembled by this date, 1979.

Chevrolet's Flint Number Two line (Utility, Suburban) will be down this week for the third week. Janesville and St. Louis were closed last week.

GM's Lakewood plant (Chevrolet, light-duty GMC trucks) closed March 17 for the remainder of the model year.

GMC's Pontiac point reinstated its second shift on two heavy-duty truck lines March 17. Production has been increased from 80 to 140 units a day on the two assembly lines.

Volkswagen of America is working one hour of overtime Monday through Thursday on both shifts this week for the fourth week in a row.

Chrysler Corp.'s Missouri truck plant will be closed this week for the second week in a row.

Chrysler increased production of light Dodge trucks at its Warren plant March 17. The increase to 424 units a day from 320 on one shift resulted in the recall of 350 hourly employes.

American Motors' Jeep plant closed March 17 and will remain down until April 18. AMC said the closing is due to high dealer inventories.

Canada builds 22,821 cars, up 21 pct. for week

Canadian car production last week of 22,821 rose 21.31 percent over the 18,812 built the previous week.

Last week's total was a 10.34 percent decline from the 25,453 assembled in the same week of 1979.

Year-to-date output of 198,036 is a drop of 28.21 percent from the 275,858 assembled by this time last year.

Truck production in Canada last week of 13,733 dropped a slight 0.36 percent from the 13,782 assembled the previous week and fell 19.89 percent from the 17,143 built in the comparable 1979 week.

Year-to-date truck production of 129,513 is a decline of 32.38 percent from the 191,538 built by this date in 1979.

Chrysler Corp.'s Windsor car and truck assembly plants are working regular schedules this week. Windsor car will be down for one week beginning April 7.

All General Motors plants are working regular schedules this week. GM's Oshawa car assembly plant will add a day shift for three consecutive Saturdays beginning April 12. St. Therese will work a total of 51 hours of overtime from April 1 through the 30th.

breaking news

Continued from Page 1

Japanese ship fewer cars to Canada

TOKYO.—According to figures compiled by the Japanese Automobile Manufacturers Assn., Canada was one of the few export markets with Japanese vehicle shipments lower in 1979 than in 1978. Canadian shipments fell to 73,600 from 137,016 a year earlier. Shipments to the Netherlands fell to 99,858 from 125,133; shipments to Ireland dipped to 31,841 from 32,363.

Return of 25-gallon gas tank

DETROIT. — Cadillac is considering reinstating the 25 gallon gas tank as standard equipment on the deVille and Fleetwood Brougham in 1981, sources said. The tank was standard equipment on the models in 1979, but was eliminated in 1980 to reduce weight.

U. S. CAR PRODUCTION

	Week Ended Mar. 22, 1980	Same Week 1979	Week Ended Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
AMERICAN MOTORS	4,525*	3,050	4,525*	13,810*	24,834*	50,336*
Gremlin	.....	.....	.....	.....	.....	.....
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Matador	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	16,165	19,811	16,282	42,928	219,737	149,104
Plymouth Total	7,250	8,478	7,368	20,548	84,816	68,947
Horizon	3,250	3,238	3,276	9,890	42,357	37,492
Volare	3,250	5,033	3,341	9,137	40,805	24,585
'80 Gran Fury	660	.....	584	1,244	.....	5,836
Caravelle	90	207	167	277	1,654	1,034
Chrysler Total	2,405	3,179	2,190	4,877	48,199	18,737
Chrysler	325	.....	347	672	22,551	3,934
LeBaron	2,080	3,179	1,843	4,205	25,648	14,803
Dodge Total	6,510	8,154	6,724	17,503	86,722	61,420
Omni	2,860	3,297	2,844	8,460	35,898	33,465
St. Regis	560	.....	704	1,264	8,638	4,277
Diplomat	1,000	1,731	824	1,886	13,911	6,268
Aspen	2,090	3,126	2,352	5,893	28,275	17,410
FORD MOTOR	34,041	48,666	38,463	110,870	593,912	309,164
Ford Division	23,708	29,814	27,242	76,323	374,166	218,826
Pinto	3,594	3,896	3,236	6,830	43,139	15,222
Mustang II/Mustang	7,102	7,540	7,354	21,589	94,763	58,516
Fairmont	6,846	4,396	6,890	20,324	39,229	59,042
Granada	.....	4,254	3,739	7,160	38,827	19,720
LTD II	.....	897	.....	.....	11,786	.....
Thunderbird	2,534	6,668	2,373	11,138	82,515	40,050
Ford	3,632	2,163	3,650	9,282	63,907	26,276
L-M Division	10,333	18,852	11,221	34,547	219,746	90,338
Mercury Total	10,333	14,625	11,059	31,906	166,310	80,555
Bobcat	906	774	733	1,639	11,146	3,683
Capri	2,202	2,182	2,145	6,719	25,959	18,526
Zephyr	2,609	1,455	2,461	7,218	13,655	19,390
Monarch	.....	2,394	899	2,019	21,869	6,036
Cougar/XR7	2,046	4,601	2,259	6,594	53,116	15,913
Mercury	2,570	3,219	2,562	7,717	40,565	17,007
Lincoln Total	.....	4,227	162	2,641	53,436	9,783
Lincoln	.....	2,115	.....	943	25,871	3,432
Versailles	.....	381	162	421	6,461	1,124
Mark VI	.....	1,731	.....	1,277	21,104	5,227
GENERAL MOTORS	85,744	123,768	91,254	277,446	1,318,593	1,064,924
Buick Division	19,986	17,173	19,234	58,816	192,566	205,871
Skyhawk	.....	634	.....	.....	6,112	.....
Skylark/'79-'80	5,228	1,636	4,506	14,863	8,444	55,544
Century	4,394	1,025	4,455	13,135	12,697	40,788
Regal	4,809	6,043	4,815	14,303	67,178	49,943
Buick	4,310	6,468	4,228	12,791	81,440	45,083
Riviera	1,245	1,367	1,230	3,724	16,695	14,513
Cadillac Division	2,600	8,797	7,160	16,736	109,674	69,541
Seville	1,055	1,048	1,051	3,164	14,777	13,060
Cadillac	.....	5,906	4,589	8,959	72,528	39,873
Eldorado	1,545	1,843	1,520	4,613	22,369	16,608
Chevrolet Division	36,760	54,962	37,272	115,955	557,915	447,509
Chevette	9,155	8,815	9,261	27,840	77,596	108,606
Monza	3,535	3,574	3,282	10,299	40,041	36,092
Camaro	3,270	6,210	3,074	9,209	74,576	32,451
Nova/Citation	9,520	5,767	10,271	29,423	26,971	111,157
Malibu	6,430	8,913	6,402	19,205	101,578	63,657
Monte Carlo	2,450	7,171	2,775	8,038	80,966	33,304
Chevrolet	1,320	13,513	1,219	8,714	144,566	50,578
Corvette	1,080	999	988	3,227	11,621	11,664
Oldsmobile Division	16,927	24,181	17,175	50,857	264,939	191,843
Starfire	.....	414	.....	.....	5,047	.....
Omega/'79-'80	2,752	785	2,851	8,028	4,304	29,415
Cutlass	6,670	11,643	6,864	20,280	123,357	78,940
Oldsmobile	6,370	9,925	6,336	19,153	115,189	70,754
Toronado	1,135	1,414	1,124	3,396	17,042	12,734
Pontiac Division	9,471	18,655	10,413	35,082	193,505	150,160
Acadian†	745	868	746	2,091	4,960	5,011
Sunbird	2,865	2,616	2,873	8,806	24,258	36,326
Phoenix/'79-'80	2,621	1,635	3,084	8,525	6,364	31,535
Firebird	2,490	4,739	2,408	7,084	55,880	24,319
LeMans	430	2,299	442	2,521	26,331	13,687
Grand Prix	.....	2,147	536	2,635	25,533	17,103
Pontiac	320	4,351	324	3,420	50,179	22,179
VOLKSWAGEN	4,809	3,921	5,770	15,278	33,515	42,422
CHECKER	85*	107	84	255	1,127	750
Total Cars, U. S.	145,369	199,323	156,378	460,587	2,191,724	1,616,700

TRUCK PRODUCTION IN U. S.†

	Week Ended Mar. 22, 1980	Same Week 1979	Week Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
CHEVROLET	5,471	26,375	16,358	30,777	299,558	156,536
DODGE/PLYMOUTH	1,300	11,853	4,369	10,258	141,098	33,697
FORD	20,574	29,964	17,534	52,291	333,198	168,588
GMC	2,532	7,217	3,730	9,352	85,046	40,515
INTERNATIONAL	.....	3,227	.....	.....	35,622	.....
MACK	625	760	663	1,951	9,200	7,262
WHITE	125	239	125	417	3,712	2,019
JEEP	.....	4,000	2,600*	5,220*	37,545	25,668*
AM CORP.	430*	475	430*	1,290*	5,250	4,082*
VOLKSWAGEN	687	.....	832	2,189	.....	5,948
MISCELLANEOUS	900*	875	900*	2,700*	10,725	9,660*
Total Trucks, U. S.	32,644	84,985	47,541	116,445	960,954	453,975

CANADIAN TRUCK PRODUCTION

	Week Ended Mar. 22, 1980	Same Week 1979	Week Ended Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
CHRYSLER CORP.	1,600	2,133	1,588	3,188	24,844	6,285
FORD MOTOR	4,808	6,057	4,806	14,287	67,420	45,758
GENERAL MOTORS	6,010	6,875	6,067	18,244	75,962	65,735
AMERICAN MOTORS	900	1,453	877	2,639	16,306	7,581
INTERNATIONAL	290	454	314	918	5,108	2,733
MACK	60	95	65	191	910	701
WHITE	65	76	65	195	988	720
Total Trucks, Canada	13,733	17,143	13,782	39,662	191,538	129,513
N. American Trucks	48,977	102,128	61,323	158,707	1,152,492	586,088

Jeep includes commercial vehicles only. All General includes government-destined vehicles.
**—Revised —Now includes van production.

CANADIAN CAR PRODUCTION

	Week Ended Mar. 22, 1980	Same Week 1979	Week Ended Mar. 15, 1980	March to Date	Jan. 1, to Mar. 24, 1979	Jan. 1, to Mar. 22, 1980
CHRYSLER CORP.	3,200	4,440	3,075	6,276	43,157	17,033
FORD MOTOR	7,332	7,987	7,475	21,893	80,993	50,560
GENERAL MOTORS	12,064	12,846	8,049	32,086	149,584	127,823
VOLVO	225	180	213	663	2,124	2,620
Total Cars, Canada	22,821	25,453	18,812	60,918	275,858	198,036
N. American Cars	168,190	224,776	175,190	521,505	2,467,582	1,814,736
N. American Trucks	46,377	102,128	61,323	156,107	1,152,492	583,488
North American Cars and Trucks	214,567	326,904	236,513	677,612	3,620,074	2,398,224

†—All Acadians are built for sale in Canada. *—Estimated.

RECEIVED

C 2706-1

Automotive News

Detroit, March 31, 1980

© Entire contents copyright, 1980, by Crain Automotive Group, Inc. All rights reserved.
Reproduction or use of editorial content in any manner without permission is strictly prohibited.

55th year—$30 per year, $1.00 per copy

Interest limits in some states also put lid on new-car sales

By Edward Lapham
Financial Editor

New-car dealers in states with retail loan interest rate (usury) limits below bank prime interest rates are losing new-car sales and losing money. The result is that many are going out of business.

Dealers in those states, including Michigan, New York, New Jersey, Arkansas and others, said they are hurt by banks pulling out of retail auto financing, which leaves them with insufficient financing sources.

Nobody is sure how many sales are being lost in those states, but NADA has asked the Carter Administration for a law to relieve the credit crunch which is hitting dealers.

One good indication the banks are indeed pulling out of the market in some states is the declining percentage of installment credit extensions registered by the Federal Reserve Board.

The Fed reported that in January, the most recent month's figures available at presstime, the banks' share of retail auto installment credit extensions was 53.7 percent compared with 59.4 percent the preceding year.

At the same time, direct bank paper dropped from 27.2 percent to 24.9 percent of total extensions, and indirect paper, or contracts purchased from dealers, fell from 32.2 percent to 28.8 percent of total extensions.

Credit unions also were pulling back a bit, as their share of total credit extensions in January dropped to 16.3 percent from 19.9 percent in January, 1979. The big gainer was the finance company category, which includes auto makers' finance units. Finance companies increased their share of credit extensions to 30.0 percent in January, 1980, from 20.7 percent in January, 1979.

• January also was the second straight month in which there was an overall decline in retail auto installment credit outstanding; in January and December more auto loans were liquidated than extended, reflecting the soft new-car market.

NADA President George S. Irvin thought the problem had reached such proportions that he hand-delivered a letter to the White House asking President Carter to support legislation "to suspend these interest ceilings" of "artifically low state vehicle installment loan interest ceilings."

An NADA spokesman said presidential adviser Stuart Eis-

Continued on Page 53, Col. 1

Seville 'Ragtop'

Jim Piegue

Not exactly a factory model

The Seville "Rapide," has been introduced by Conversions, Inc., Troy, Mich. The conversion includes a mock convertible top with zip-down rear window, louvered hood and distinctive two-tone paint. When car is supplied, dealer cost for the flashy Seville is $16,075. Story on Page 6.

GM offers longer flooring tied to higher holdback

By John K. Teahen Jr.
Managing Editor

In an effort to help its U. S. dealers cope with soaring floor-plan costs, General Motors is offering up to 30 days' interest-free billing on dealer purchases of new 1980 cars and trucks. The maximum has been 20 days.

But the program involves a quid pro quo. In order to qualify for the longer delayed billing, dealers must agree to a 3-percent holdback, instead of the usual 2 percent.

The GM plan takes effect April 1 and is limited to the 1980 model year. It is only for U. S. dealers. Canada is not included.

The holdback is that portion of the dealer discount which is retained by the factory and returned to the dealer quarterly or annually, at the dealer's option.

It means that the dealer pays more for the vehicle when he buys it from the factory than the effective dealer discount rate would dictate.

He eventually gets the money back, but the holdback has been a source of agitation among dealers ever since GM instituted it on the 1962 models. Some dealers insist they should be paid interest on the held-back funds. The factories say the delayed billing compensates for the interest the dealer could have earned on the money involved.

The holdback setup is used by American Motors, Ford Motor and Chrysler Corp., as well as by GM. The rate is 2 percent at AMC and Ford, 2.5 percent at Chrysler. The delayed-billing period for these three makes is 15 days.

• Under GM's new program, the dealer has three options.

1. The dealer can choose 30-day delayed billing with the 3-percent holdback paid annually.

2. The dealer can specify that the 3-percent holdback be paid quarterly. In this case, he receives 25 days of free billing.

3. The dealer can continue with the old system of a 2-percent holdback. If the holdback is paid annually, the interest-free billing period is 20 days. If paid quarterly, it is 15 days.

An extension in the delayed-

Continued on Page 54, Col. 2

Fuel standard for light trucks placed at 18 MPG for 1982

By Helen Kahn
Washington Bureau Chief

WASHINGTON. — Fuel-economy standards for 1982 light trucks and vans weighing up to 8,500 pounds have been set at 18 MPG for two-wheel-drive and 16 MPG for four-wheel-drive units.

This is higher than the 17.4 MPG earlier proposed for two-wheel-drive units and the 15.6 MPG proposed for four-wheel drives.

Transportation Secretary Neil Goldschmidt believes the savings to the nation by the improvement will exceed one billion gallons of gasoline. He also stressed that the final standards recognize the current financial situation in the industry and uncertainty in the market.

Goldschmidt described them as being "realistic and attainable" and being based on such add-on technology as radial tires, improved accessories, automatic transmissions with lock-up torque converters and overdrive manual transmissions.

NHTSA Chief Joan Claybrook said "the average retail price increase resulting from the '82 model-year standards is approximately $95, but this initial cost is more than offset by the operating cost savings over the life of the vehicle of about $740."

The problem company is, of course, Chrysler Corp. and that is addressed at some length in the text of the regulation.

• Standards for future models are expected later. The earlier proposal for '83 through '85 models gave a range of numbers. Under consideration for '85, for example, are 19.7 to 22.4 MPG for two-wheel drives and 16.2 to 19.9 for four-wheel drives.

Earlier proposals for '81 standards for light trucks and vans created a furor in the domestic industry and the standards were lowered from the then-proposed 18 MPG for two-wheel drive to 17.2 MPG and then later lowered to 16.7 MPG, because EPA did not approve the use of slippery oils.

The 1981 standards for four-wheel drives were also lowered from 15.5 MPG to 15.0 MPG.

In making the decision, NHTSA did not consider items requiring longer leadtime, such as introduction of small pickups and new engines for '82 for some makers, although these will be considered in the future.

NHTSA said all the companies involved, except Chrysler Corp., plan to exceed the standards. Chrysler, in its response this month to a subpena for data from NHTSA, said it now plans to exceed the proposed two-wheel-drive standard and to closely approach the four-wheel-drive.

• Two makers, International Harvester and General Motors, plan to rely significantly on diesels in '82, but NHTSA did not count diesels when it made its finding of feasibility, although it warns it may do so for the '83-'85 standards.

Meanwhile, Congress is considering legislation about whether the domestic companies should be permitted to include Japanese captive imports in the light-truck CAFE. Chrysler is pushing hard for inclusion of Mitsubishi trucks — telling Congress it needs 150,000 units, but telling NHTSA it needs 80,000.

IH said it would go along with the inclusion, but only if higher standards are set for those companies that include captive Japanese trucks.

Under the law, NHTSA must consider any possible competitive harm and that question involves both the paying of civil penalties with any adverse publicity and the possible damage to Chrysler. NHTSA noted that it would be very likely that Chrysler's penalties might be waived because of a showing that the standard and Chrysler's situation might mean a "substantial lessening of competition."

But more to the point, said NHTSA, Chrysler will earn enough credits in 1981 that can be carried forward to eliminate any fine for the majority of its trucks, the two-wheel drives.

Moreover, credits that Chrysler could carry over for its four-wheel-drive fleet would reduce the maximum fine to about $2 million. NHTSA said it is dis-

Continued on Page 50, Col. 3

breaking news

Datsun tops Toyota for March 1-20

DETROIT. — Datsun overtook Toyota March 1-20, with car/truck sales of 35,197 vs. 34,441 for Toyota. Datsun's car sales of 29,474 were up 52 percent; while Toyota's 27,444 car sales were up 43 percent. Honda retailed 16,428 cars, off three units from a year ago; Subaru, 6,630 vs. 7,951; Mazda, 4,719 versus 8,300, and Chrysler's Mitsubishi sales were 10,786, up 21 percent. Imports often have a strong month-end surge which makes 10-day reports less indicative of trends than with domestics.

Escort/Lynx seen getting 36 MPG

DETROIT.—Some high figures are anticipated when the EPA reports fuel economy for Ford Motor Co.'s upcoming Ford Escort and Mercury Lynx. It is expected the EPA composite economy number for the Escort/Lynx with the 1.3-liter engine with a manual transmission will be 36 MPG. For the 1.6-liter engine and manual transmission, the figure is projected at 34 MPG. For 1.6-liter power plants backed by an automatic transmission, fuel economy of 32 MPG is antic-

See BREAKING NEWS, Page 55, Col. 1

NEWSPAPER